



-- MEMO --

February 21, 1995

TO: BID Task Force and Selected Property Owners

SUBJECT: Second Meeting of Task Force

Dear Task Force Member:

At our first meeting, we were briefed by representatives of the Third Street Promenade in Santa Monica about their success in revitalizing that area. Representatives from Gruen Associates were also present to answer questions regarding their firm's ability to prepare a conceptual plan.

The purpose of our next meeting will be to discuss strategies for moving forward and how the committee will work. Please mark your calendar for Tuesday, February 28, at 4:00 p.m., in the Barcelona Room at the Roosevelt Hotel. R.S.V.P. to Frances at (213) 469-8311.

Best regards,

Leron Gubler
Executive Director

LG/js